

# WALTERS

## GOLF MANAGEMENT

Dear Event Planner,

So they've made you the Golf Event Planner for this year. Now what do you do?

Not to worry. What might seem a daunting task bringing a large number of people together for golf, a catered meal, prizes and contests need not be difficult. You don't have to be an experienced golfer to run an outstanding golf tournament. All it takes is some advance planning and the foresight to use some basic guidelines described in this manual.

Most golf tournaments can be staged by a relatively small group of individuals, along with the help of the golf course's staff. But some tournaments are so large that they require special expertise to make them happen. And if your group happens to be large enough that it requires playing on multiple golf courses, you

may face a host of other logistical challenges that require you to outsource the services of a company that stages large events. However, with Walters Golf Management, there is no need to do so as we have multiple venues that can accommodate those events.

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### YOUR GOLF OUTING: AN OVERVIEW

A typical daylong, afternoon golf outing involves 100-120 players with 18 holes of golf beginning anywhere between 12:30 and 1:30 p.m. Plan for 4 1/2 to 5 hours of actual golf, with most outings followed by a cocktail hour and dinner. Registration typically begins 2 hours prior to start time and most groups choose to serve a buffet style or box lunch prior to the tee time.

As your organization's golf event planner, most of your work will be completed well in advance of the outing. On the day of the event, you'll get plenty of help from our golf course staff, which will be more than happy to take many details off your plate, including all matters pertaining to the actual golf competition.

One of the pleasant surprises about staging a golf outing is how helpful our golf courses' professional staffs can be, both in the planning process and on the actual event day. Without

question, you'll have already developed a good working relationship with the key golf course representatives, to the point where on the day of your event, our golf course staff will almost seem like part of your own event staff. Our facilities put a high value on building a spirit of teamwork among their golf staff. Thus, you'll find them extremely attentive to your needs and very flexible when it comes to those inevitable last-minute changes that are typical to golf events.



## FIRST STEP: DECIDE ON A DATE

The single most important step in starting your golf event plan is choosing a date. Are you flexible about which day of the week to hold your event? Is



it critical that your outing be held on a weekend, or would a Monday through Friday work?

For example, if you are able to schedule your event on a Monday or Thursday, your options for golf courses increase dramatically since our private clubs host outside events on those days. Members of your group who rarely get a chance to play private facilities may get a kick out of playing a private club. While Monday is a business workday, there are many golf outings held on Monday afternoons. In addition to that benefit, many of our daily fee facilities may offer discounts for playing on Monday or Tuesday as those tend to be a slower play days than the rest of the week.

Weekends are very popular days for outings; and it is likely that the consensus will be to hold your event on a Friday, Saturday or Sunday. For weekend events, you will find that most 18-hole golf facilities prefer to book group outings for afternoon play. In this way, the course can reserve those sought after morning tee times for their members or weekend morning regulars. With that said, our

daily fee facilities are open to booking weekend morning events.

The most popular time of day for an event is during the afternoon - after lunch. This not only suits most golf courses who want to preserve morning tee times, but it also works well for your guests who don't have to get up early on a weekend morning or fight the traffic during the week. Additionally, if desired, a company can stage a business meeting during the morning hours, and then break for lunch followed by an afternoon of golf.

## SECOND STEP: CHOOSING A GOLF COURSE

You must do your homework and decide which golf course is most appropriate for your group. Is the course centrally located so that most of your guests can easily commute there the day of the event? If you are having out of town guests, is the golf course close enough to the airport so that late arriving guests and those who must depart on time can make the commute? Does the course have the type of food and beverage facilities that will provide your group with the type of service they require? Within the Walters Golf Management Family we boast a range of facilities that will fit any organization's needs.

The number of players in your event will also impact your choice of courses. For example, as many as 144 golfers may be accommodated in a shotgun start (playing in foursomes, 180 playing in fivesomes), but that large a field would cause an exceptionally long day because the pace of play would be slowed. So if you are expecting a group in the vicinity of 150 players or more, you may want to consider a facility that has 27 or 36 holes. Walters Golf Management also has facilities that are quite close together so utilizing multiple facilities is another popular option.

## What is the goal of your golf event?

If it is an event for charity - where players are asked to make a fairly substantial donation to compete in the event - your best choice may be one of our more prestigious courses that is well known to everyone. Likewise, if the event is designed to award a group of employees for doing a good job, you might want to make sure that you utilize this type of course.

If you're more budget conscious you may want to consider one of our more affordable options. Remember, even our facilities that wouldn't be considered as "prestigious" are excellent and the staffs' are as well trained and attentive to your needs as anywhere.

Keeping in mind that there will be players at your event with a wide range of golf experience, the actual topography and layout of the course might have an impact on your choice. The best choice for a golf outing is a course that will provide a challenge for the better golfers, yet still allow inexperienced players a chance to navigate their way around with the least amount of difficulty. A course in excess of 7,000 yards long is usually more difficult to play than a course that is just over 6,000 yards in length. A course with wider

fairways and flatter greens is much more playable for the average golfer and not so intimidating for those with little golf experience. Fortunately, each of our facilities can be played at a length that works for all and depending on your choice, each option is an extremely fair challenge to every level of golfer.

And remember, if the golf course you choose isn't ideal for some players, you can compensate by having players tee off from an alternate tee, rather than having everyone tee off from the same spot.

## Research Other Golf Outing Events

As you research your golf course options, ask the Director of Golf, Head Golf Professional or Tournament Director to provide you with the names of other groups who have held events at our locations. You'll be able to contact someone who has been through the whole process and has the benefit of already having experienced a golf event at one of our facilities.

If there are experienced golfers in your organization, talk with them about the courses that they play during the year. You'll find that golfers are more than willing to provide excellent feedback on their golf experiences. Plus, you'll find that during the discussion with your fellow employees or friends who play golf, you will unearth some interesting story about the outing that will provide you



with excellent background information.

## Visit the Course and Take a Tour of the Facilities

When you begin to make telephone calls to inquire about golf course availability, make an appointment to go out and inspect the facility firsthand. In most cases, you will be able to meet with one person who takes care of booking the golf course, scheduling meeting rooms and helping you with food and beverage choices.

Depending on the course, you might meet with two or more persons who deal with different aspects of the event.

When making an appointment for your first visit, ask for an on-site golf course meeting where you'll have a chance to inspect the course for yourself. Once you get there, ask the various staff members and - if you have the opportunity - also ask guests about the condition of the course. You'll find there are plenty of people willing to provide feedback.

Take a golf cart out on the course and get a close look at the condition of the greens. Are they green and lush or do you see large bare or brown spots. Remember that greens are supposed to be green. Putting surfaces that have large brown patches or worn spots are something you don't want to have to explain to your guests. Also look at the fairways, areas of rough, areas surrounding the tee boxes and areas of rough that divide one hole from another. Are these areas well maintained and tidy looking? These are just a few of the many little things that help you compare one course to another.

Remember, you will need at least one golf cart for every two golfers. Does the course have

enough carts in their fleet to accommodate you? What about golf club rentals for those in your event who might not bring their own clubs? Are there locker rooms or changing facilities available?

### What is Your Budget?

When establishing a budget for a golf event, remember that most golf courses will charge on a per person basis. This cost per golfer will include the greens fee (cost of actually playing the course) and a cart fee (the cost for renting each golf cart).

Food and beverage is usually calculated separately from the actual golf at a cost per head. Meals can be served before and / or after your golf event. You can choose something as simple and inexpensive as a box lunch - all the way to a full course prime rib or a rib-eye steak dinner. Because many events are played in the afternoon, barbecue buffets that include such outing favorites as hamburgers and hot dogs, or chicken and bratwursts are extremely popular. Those key items, along with many other great menu selections, are served with great side items usually of your choosing. We

also have some facilities that may allow you to bring your own food if you so desire.

There are other food and beverage items to take care of. Will your guests want a Continental type breakfast or box lunch prior to the round? What about beverages on course and after your round? Will you want to include



beverages for the convenience of your participants, include drink tickets, or maybe run a tab? We have several options available to fit the needs of your outing. These are examples of some of the other costs that many sponsoring organizations build into their event budgets.



## What kind of prizes will you give away?

Will you have to purchase them, or will they be donated. Many golf tournaments, especially those run for charitable purposes, contact various businesses for donations of prizes. Additionally, you can work with any of our golf courses so that some or all of your prizes can be gift certificates redeemable at the golf shop on the day of the event. Will you offer a tee gift to all participants? A tee gift is a gift of some kind that is ordinarily given out to every participant at their time of registration. These gifts can range from a sleeve of balls to high ticket items like DVD players, iPads or a pair of shoes. Each of our Golf Professionals can assist you finding desirable tee gifts that won't break the bank.



## Key Golf Outing Budget Items

- Greens fee and cart fee
- Food and beverage (pre-event)
- Food and beverage (post-event)
- Drinks on course and after round
- Tee Gifts
- Prizes (trophies, gift certificates, golf equipment, apparel, etc.)
- Printing (brochures, posters, entry forms)
- Transportation to and from event
- Insurance for high visibility Hole-In-One contests

- Gratuities for staffers & volunteers who are part of the success of your event

Depending upon the size and scope of your outing, here are some other items that perhaps could be considered as part of your golf outing budget:

- Photography, including team pictures for each group
- Signs and banners to recognize tournament sponsors
- Clinic or appearance by a Golf Professional or Touring Professional

The number of items in your budget will vary depending on the size of your event and how big a splash you want to make with participants, clients, customers and other guests. You can offset some of these costs through donations from various businesses, including the selling of individual hole sponsorships. Businesses will "buy" a particular hole, knowing that the money paid out will help the event itself and / or help a designated charity. Hole sponsor signs are a staple at corporate and charity events. Placed at each hole, they publicize the names of the companies

who have made significant contributions to the success of the tournament. If you focus your efforts in the area of sponsorships you can often find companies that will sponsor (pay for) your entire lunch, dinner, or drinks for the day. Talk with any of our golf professionals, they can give you countless ideas on how to offset costs.

## FOOD AND BEVERAGE: TOPPING OFF YOUR DAY OF HOSPITALITY

A traditional part of a golf outing is to extend warm hospitality to your guests in the form of outstanding food and beverage service. Often, this starts with a buffet lunch upon arrival, where guests can grab a quick lunch before spending five hours out on the golf course. If your golf is to be played following a meeting, the buffet may be served during the meeting so the players have time to warm up on the driving range prior to tee off.

Once out on the golf course, beverage service is a must - especially since your guests will likely be out there for five hours or more depending on the size of your event. You will more than likely want to consider one of our unlimited drink options for on course beverages. If these options don't suit your budget other options like running a tab or drink tickets may be available depending upon location.

After 18 holes of golf and five hours on the course, most golfers are ready for a meal. Each of our clubs offer a wide array of options ranging from outdoor barbecue buffets to more formal sit down dinners hosted in our dining rooms. You will find that our food and beverage staff will go out of its way to ensure that your every request is fulfilled.



## SIGNING THE CONTRACT



Once you decide on a date, pick one of our Walters Golf Management Golf Courses and make general food and beverage plans, we will create a contract that will list the

elements of your event. This will give you a chance to review all that you have discussed. It also provides a written guarantee that the golf course will reserve the particular date on your behalf, agree to deliver the food and beverage in the proper quantities, and provide the other services you requested. Many locations, including our WGM facilities may require a small deposit to be paid to finalize the contract.

**Guarantee** - Once you have signed the contract, the golf course will require that by a certain date - usually two to three weeks in advance of the event - you guarantee that you will pay for a certain number of players on the day of the event. This is so that the course can order the proper amounts of food for your group and avoid any last minute changes that could adversely affect club staffing, tee time conflicts or food and beverage service.

## GETTING THE WORD OUT

A key component of planning for a golf outing is informing your potential guests about the event. Since golf outings are all-day events, it is extremely important to provide your guests with at least six months advance notice. If there is a huge demand for spots in your tournament, you may have to start the process even further in advance. If you don't have six months, you can still pull it off, but the difficulty level increases.

## GETTING THE WORD OUT

For your first announcement of the event, a simple news item or press release listing the name and date of the event, the location, starting time and list of the day's activities is appropriate. Distribution can be via e-mail, fax, through the company newsletter or via US Mail. Plan to announce your tournament six months in advance so that your guests can reserve the date on their calendar.

Approximately three to four months in advance, you should plan to follow up with a second announcement. This could be a formal invitation that includes a registration form or some type of reply form. One month in advance, plan to follow up with another news item about the golf tournament, a "last chance to enter" letter for those who haven't replied and a confirmation letter to those who have already signed up.

One distinct advantage to booking your event at a Walters Golf Management facility is our ability to assist you with filling your event. We can create your own custom web page on our website and drive potential golfers to sign up for your event. In some cases we can also send out an e-blast to our ever growing list of area golfers. This perk is exclusive to Walters Golf Management courses and the benefit is priceless!

## What if it Rains?

Every golf outing must have a plan in place for inclement weather. As much as we all like to think we can predict nice weather for your outing, there is always a chance for rain. While it is possible to play a tournament in light rain, no one likes to be out there in a steady downpour. Check with our golf professional on site and make yourself aware of each facility's rain out policy. Remember, a 50% chance of rain means there is a 50% chance it won't rain.

## Registration Desk

When golfers arrive at your outing, you'll want to have a centralized place where they can check in, meet their playing partners, change their pairings, learn their starting hole and pick up a tournament rules sheet. The event planner and his or her volunteers usually run this desk. The registration desk is also an excellent place to hand out tee gifts and collect money for a skins game or mulligans. If a pre-tournament meal is being served at the club, it makes good sense to have the registration table near where the meal is served.



## FORMAT FOR PLAY

A primary factor in determining the playing format for your outing is the number of players who will participate. Once you know how many players will take part, you can choose the type of event that makes the most sense for the size of your group. Our experienced golf professionals are more than happy to help you with this decision.

A golf tournament attracts a wide variety of players, some of them serious players and others who rarely pick up a club. This will affect your choice of formats in that you should try to pick a format that will allow players of all abilities to enjoy the round and actually take part in the competition. Even though you will match players of varying abilities on teams, the social nature of golf tends to bring people together no matter how well they play.

You also might want to take into account the time of year and the weather conditions. For example, if the weather is warm, you may want to try to stage your event in the morning, although it is often difficult for a golf course to have tournaments on weekend mornings during peak tee times. You will also want to choose a format that allows players to compete in a reasonable amount of time. Remember, it takes four and a half to five hours to complete a typical golf outing.

## Golf Event Formats and Contests

There are a wide variety of golf formats and contests that will work for a corporate or charity event, but team formats work best. And because there is usually a wide variance among players in terms of their golf skills, putting players on teams tends to even things out so everyone has a chance to win.

Utilizing "flights" is an easy way to award winners in a tournament no matter what their skill level. Flights are a good alternative to handicaps since many of your golfers may not track their scores or play enough to have an official handicap. Check with our golf professionals, they will be happy to explain the flighting system.

## Competition Formats

### The Scramble

By far this is the most popular format for a group golf event because it allows for a good pace of play despite the large number of players. Additionally, a scramble gives everyone - even the less experienced golfers - a chance at winning. A four-person scramble is one in which there are four players on a team. All players tee off and then each

hits their second shot from the spot where the best drive landed.

On each succeeding shot all golfers play from where the best shot of the four landed. Continue this process until the ball is holed out. In this format there is one score for the entire team.



### The Shamble

The shamble is probably the second most popular of the formats. This is a good option for those events that still want to include everyone from the high handicapper to the scratch golfer. The most common variation of this type of event is the 4-person, 2 best-ball event. Each player on the four-person team will hit their tee shot. All players hit their second shot from the spot where the best drive landed. From that point each player will play his or her own ball until the ball is holed out. In this format there will be two scores for each team. If handicaps are available for all your players they can be incorporated as well. There are other more involved formats available. Discuss these options with our golf professionals if the two most popular don't fit your needs.



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## CONTEST FORMATS

### Putting Contests

The most common added competitive activity at golf outings, putting contests are extremely popular because anyone - whether they are playing golf that day or not - has the basic skill to putt a golf ball toward the hole. Usually held on the practice green, putting competitions offer dozens of variations on a theme. The object, of course, is to putt the ball in the hole or get it the closest of all the competitors. Most putting contests collect a nominal fee from each participant, depending on the group. These entry fees can range from as little as \$5 to \$50, with income going to the winner or a smaller prize available to the winner and the money going to charity.



### Longest Drive

Award a prize for the person who hits the longest drive on a predetermined hole during the competition. Some events separate this event into a Men's Long Drive and a Ladies Long Drive.

### Shortest Drive

This contest can usually get a laugh or two out of your group. It goes to the person who hits the shortest drive that lands on the fairway.

### Straightest Drive

Have the golf course run a rope down the middle of a fairway on a predetermined hole and the drive that comes closest to the rope wins.

### Longest Putt

A prize is awarded to the player who is able to sink the longest putt on a predetermined green.

### Closest to the Hole

This popular contest involves a tee shot off a par 3 that comes closest to the pin.

These are only a few of the additional contests to choose from. Choose one, some or all... Our staff will set them up and all you have to do is supply the prizes.

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## Should We Sell Mulligans?

A mulligan is an extra shot - that can be used to take the place of an errant shot - purchased prior to the round with the money going to charity. Should you miss a shot, you can use a mulligan to replace that shot without any sort of penalty. Mulligans are an excellent way to raise money for charity or to defray the expenses of the golf tournament. Traditionally, only two or three mulligans per player are allowed. The price for a mulligan can vary from \$5 each up as high as \$50, depending upon your group.

## Make a Hole-In-One; Win a New Automobile



High visibility hole-in-one contests on par 3 holes are a way to draw attention to your event and send a message of status to your guests. While few people during the course of a year win automobiles for holes in one, the prospect of hitting the one-in-a-million shot is something that intrigues everyone so that they all want to step up to the tee and have a go.

A hole-in-one contest with a brand new automobile as first prize is something that your organization may want to consider as a way to

spice up your event. It's an excellent hook for pre-event publicity and something that will surely be a hot topic of conversation among your guests.

There are a number of ways to go about having such a contest, but the first is to contact an insurance company that handles such contests. Our golf professionals are familiar with these contests and can be a great resource on what companies you can work with.

You can work with a local auto dealer to supply the car for display that day. Usually the car can be parked on or near the hole where the contest is to take place. Even if no one wins the car, the fact that it is on display all day lends an air of excitement to the day. Of course, the cost of purchasing a car for the winner is taken care of by the insurance company.

In addition to an automobile, prizes on these high visibility contests include boats, airline tickets, vacation packages, cash and other items costing thousands of dollars. Of course, there are minimum distances that must be observed for these contests, so you'll want to make sure that the golf staff has the tees set to the proper distance to qualify for the prizes. In addition, most insurance companies require that a non-competing witness be stationed at the hole, so plan on an extra body to observe the contest.

## DEFRAYING THE COST OF YOUR EVENT

If your outing is a charity event, there are several great ways to raise money for the designated charity and / or defray the cost of your event. The most popular is the sale of hole sponsorships. Selling hole sponsorships is popular because it not only raises money but engages local businesses to help you promote your event. Decide on a price for sponsorship of each hole.

Keep in mind that you'll have to produce sponsor signs, and in the process, possibly collect copy and artwork from the individual hole sponsors. Signs that are perfect for golf course

placement can be produced locally and most golf courses can help point you in the right direction or if you choose a Walters Golf Management facility we can do it all for you.

Many charity events also sell sponsorships for lunch, dinner, drinks on the course, or the bar after the event. This option is great for that company that wants to do a little extra. Be

prepared to create special signage or banners acknowledging these extra special companies that decide to sponsor your event in this way. This is a phenomenal way to get your meal or drinks completely paid for.

One of the most profitable activities a charity

event can do is an auction. You can do either a silent or oral auction, or both. Companies, or local sports teams may have signed articles that they may be willing to donate to your cause. There are



also companies that we can get you set up with, that will offer you items on consignment. They may offer a Jack Nicklaus autographed picture that costs them \$100. If the item sells for \$500 you just made \$400 for your charity. Our facilities may also be willing to donate rounds of golf for auction to those events that qualify. We have excellent relationships to accomplish this for you as well!

## VOLUNTEERS: BACKBONE OF YOUR GOLF EVENT PLANNING

Plan to enlist the help of a dozen or so volunteers, depending upon the size of your event. These individuals should plan to work the entire day, handling such items as running the registration table, helping with contests, helping the photographer, loading and unloading supplies and prizes, and collecting supplies when the event is completed.



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## YOUR AWARDS BANQUET: THE FINISHING TOUCH FOR A PERFECT DAY

An essential conclusion to the day's events is the post event awards banquet, where your organization has the opportunity to honor competition winners, say thanks to sponsors, announce charitable contributions, hold your oral auction and, most important, treat your guests to a wonderful meal.

To prepare for the banquet you'll need a podium, microphone and public address system to communicate with your audience. No problem, we can provide all of it. To display trophies, prizes and other items, you'll need tables located in a convenient location also provided by our outing staff.

Remember that the results of some of your contests are still out on the golf course when the players finish. A member of our staff will pick up the Closest to the Hole, Long Drive and other contest markers and bring them in for the official scorer. A member of our golf staff will collect scorecards from teams as they finish, total and post the final scores on the scoreboard.

Golfers are a hungry lot when they come off the golf course. You'll want to make sure that the food is set up and ready when the players start finishing their rounds. We will closely monitor the pace of play and can predict with some accuracy when most of the players will be finished. It's important to choose a meal and serving format so that a large number of guests can be served in a short period of time. This is why buffets are so popular for golf outings.



Presentation of awards is a major part of your banquet, including team winners and individual winners such as contest winners. We will provide a public address system. All you need to do is decide in advance who will emcee your banquet. It is usually best to have someone with a sense of humor who can entertain the guests as well as acknowledge their attendance and thank them on behalf of the sponsoring organization. Our staff will be happy to announce your winners after the organization's emcee has completed his or her announcements.

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## A SAMPLE GOLF OUTING TIMETABLE

### Six Months in Advance:

- ☐ Research and make final decision on a golf course
- ☐ Review and choose general food functions
- ☐ Sign and return contract with deposit to hold date and tee times
- ☐ Decide on playing format
- ☐ Prepare your invitation list
- ☐ Send out first publicity announcement
- ☐ Begin creating your invitation



### Three Months in Advance:

- ☐ Place orders for any special gifts that require logos
- ☐ Select a photographer or videographer
- ☐ Mail out formal invitations for the event
- ☐ Review menu options and make selections

### One Month in Advance:

- ☐ Review start time and arrangements with your golf course contact person
- ☐ Check the status of any gifts you have on order, confirm delivery times
- ☐ Mail second publicity announcement to remind people of the event
- ☐ Mail confirmation letters to those who have already signed up
- ☐ Schedule final review meeting with your golf course contact person

### Two Weeks in Advance:

- ☐ Order sponsor banners, hole sponsor signs and other graphical materials
- ☐ Review your check list
- ☐ Finalize all menu options and contact golf course with final guarantees for f&b functions
- ☐ Begin arranging your final guest list
- ☐ Call golf course with final guarantee for the event

### One Week in Advance:

- ☐ Make sure gifts and prizes have been received
- ☐ Reconfirm all outside suppliers
- ☐ Send your team list to the head golf professional or tournament director

## A SAMPLE GOLF OUTING TIMETABLE (CONT.)

### One Day Prior to the Event:

- ☐ Review pairings list with golf course to make revisions and check spelling of names
- ☐ Alert golf course of any last minute changes
- ☐ Consult with the golf staff about placement of the hole sponsor signs
- ☐ Review final numbers

### Day of Event:

- ☐ Arrive at the golf course at least 2 1/2 hours prior to event
- ☐ Ensure that all volunteers arrive at the golf course 2 1/2 hours prior to event
- ☐ Hold a short meeting with your immediate volunteers at least 2 hours prior to event
- ☐ Check arrival of special event contest props (automobiles or other hole-in-one prizes)
- ☐ Make sure your registration table is set up and staffed two hours prior to event
- ☐ Stay in close touch with the golf staff regarding last minute changes to your players list
- ☐ Obtain copies of the alphabetized player list supplied by the golf staff
- ☐ Arrange for placement of the tee gifts
- ☐ Confirm the on course beverages and their placement
- ☐ Reconfirm timing of meal service prior to and following event
- ☐ Make sure the practice facility is set up
- ☐ Know where the locker rooms are located and be prepared to direct people there
- ☐ In the case of inclement weather, stay in close contact with golf staff



## WALTERS GOLF MANAGEMENT FACILITY LIST

### Gateway National Golf Links

<http://gatewaynational.com>

18 Golf Dr.

Madison, IL 62060

618-482-4653

In 1997, the company's first year, Walters Golf Management began two separate projects on opposite ends of St. Louis. The eastern project took place in Madison, Ill., where construction began on Gateway National Golf Links. Located just five minutes from historic, downtown St. Louis, Gateway National is rich in tradition, illustrated by its stone bridges and tie wall bunkers. This 18-hole golf course was designed by Keith Foster, a renowned golf course architect, and is the only public bent grass golf course in the St. Louis area. The 7,000 square foot clubhouse features a relaxing

atmosphere in its dining facilities and includes a pavilion for those who want to dine outdoors. Gateway National Golf Links contended for national honors in 1999. Since 1998 Gateway National has held the title of The St. Louis Area's #1 Public Golf Course.



### Stonewolf Golf Club

<http://stonewolfgolf.com>

1195 Stonewolf Trail

Fairview Heights, IL 62208

618-624-4653

Stonewolf Golf Club, under the expert guidance of the Walters Golf Management Group, has transformed itself into the premier golf destination in the Greater St. Louis area. You have our word on it ñ and you have Jack's signature on it! Jack Nicklaus Signature golf. Stonewolf is more than a Jack Nicklaus designed course, which in and of itself is pretty impressive. This is a Jack Nicklaus Signature course. That means the man, the legend himself, Jack Nicklaus took an active hand in the total design and construction of this magnificent golf course. This is one of only four Jack Nicklaus

Signature courses in Illinois and Missouri! With a Jack Nicklaus Signature course, you get what you would expect... Perfect Golf!



## WALTERS GOLF MANAGEMENT FACILITY LIST

### **Normandie Golf Club**

<http://normandiegolf.com>

**7605 St. Charles Rock Rd.**

**St. Louis, MO 63133**

**314-862-4884**

Built in 1901, historic Normandie Golf Club is the oldest Public golf course still in operation in its original location, West of the Mississippi River. Designed in St. Louis by Robert Foulis, a disciple of Old Tom Morris of St. Andrews, Scotland fame, the course is a true delight to play. With its unique routing and throwback style, Normandie is a true golfing gem and a delight to behold. The Bermuda fairways and undulating greens are always in top condition and ready for play.

Normandie's relaxing but competitive atmosphere makes it a unique golfing home.

Our professional staff runs some of the most fun and entertaining outings in the St. Louis metropolitan area. Be sure to inquire about the custom packages we can offer to your next tournament or outing.



### **Far Oaks Golf Club**

<http://faroaksgolf.com>

**419 Old Collinsville Road**

**Caseyville, IL 62232**

**618-628-2900**

Tee it high and let it fly into open fairways on one of the Midwest's best golf courses. The front nine is a Scottish-style links layout with native prairie grasses and wild flowers. Grand oaks line perfect fairways on the backside, expect smooth rolling large greens when you play Far Oaks, you won't be disappointed.

Complementing the golf course, the Clubhouse Grill features a casual club setting with delicious lunch options. The course also has an oversized outdoor pavilion great for your after event dining.





## WALTERS GOLF MANAGEMENT FACILITY LIST

### **Innsbrook Resort**

<http://innsbrook-resort.com>

**1 Aspen Circle Dr.**

**Innsbrook, MO 63390**

**636-928-3366**

At Innsbrook Resort Golf Course, you'll discover a spectacular environment – with a beautiful championship course – that is sure to make any corporate, social or fraternal outing or charity fundraiser a big success. Our attentive and knowledgeable staff will help plan your organization's entire day, including tee times, lunches/dinners and even prizes. Your golfing guests will enjoy a fun and well-planned day on the course.

The Innsbrook Golf Course staff is creative in our approach to facilitate the perfect event for you. Based on your goals, we will customize a

detailed proposal for you, outlining the services and details of the tournament planning process. We facilitate all the planning, organizing and operating of your tournament while you enjoy your event.



### **Bogey Hills Country Club**

<http://bogeyhillsccl.com>

**1120 Country Club Rd.**

**St. Charles, MO 63303**

**636-946-6250**

The first of the Walters Golf Management golf courses, Bogey Hills Golf and Country Club opened in 1962. This 18-hole private club currently serves more than 350 members. The course itself is 6,621 yards, par 71 and has plenty of elevation changes to challenge players. The 38,000 square foot clubhouse has been completely renovated in January 1999 in an effort to sustain its "commitment to quality," and remains a popular venue for wedding receptions.

Bogey Hills, known for its great greens, is also host of the annual Gateway Masters golf tournament. Since many of the staff members at

Bogey Hills have worked at this golf course for years, their experience enables them to meet the needs of club members and guests on an ongoing basis, demonstrating their "dedication to membership".



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**WALTERS GOLF MANAGEMENT FACILITY LIST**

**Woods Fort Golf Course**

<http://woodsfortgolf.com>

**1 Country Club Drive**

**Troy, MO 63379**

**636-528-0040**

features 6,404 yards of golf from the longest tees for a par of 72, a course rating of 71.8 and a slope of 129. Designed by Jerry Loomis, the Woods Fort Golf Course is a classic.

The real star of the show at Woods Fort Golf Course is the high quality layout. This course was built on rolling hills so you can expect some uneven lies. The fairways are relatively wide and generous, and the greens are average to large, most with undulations. Water hazards come into play on four holes. The signature hole is number 17, a 298-yard par 4. You can choose to drive the green, carry of some 270 yards and over a lake with stacked boulders on the front side of the green. Or you can lay up in the generous fairway and then maneuver the water and boulders. Our course




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**Heritage of Hawk Ridge**

<http://heritageofhawkridge.com>

**236 Pigeon Drive**

**Lake St. Louis, MO 63367**

**636-625-3836**

Heritage of Hawk Ridge is a 9-Hole could with all Par 3 holes. Although it is only 9 holes, most events play two for a full 18-hole round. This venue would be great for beginning golfers or if you'd like to put together an event to play quickly. The clubhouse is beautiful and offers a great selection of food and beverage.



If you are seeking a course with an affordable price and fast pace of play - then the Heritage of Hawk Ridge may just be the course for your event!

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## WALTERS GOLF MANAGEMENT FACILITY LIST

### **Arnold Golf Club**

<http://arnoldgolfclub.com>

#### **One Golf View Drive**

**Arnold, MO 63010**

**636-296-4653**

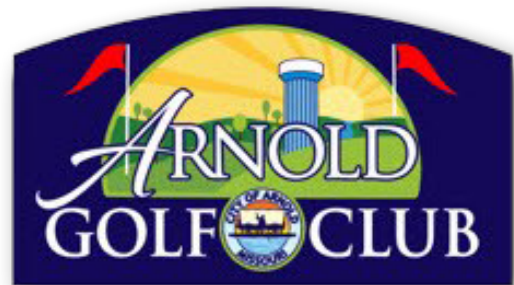
What sets Arnold Golf Club apart is our ability to provide your group, business, or charity with great play experience for municipal course prices! Allowing you to make the most money possible for your group!

Whether you're hosting 40 or 144 players, we will work with you to design a package specifically for your event that provides you with everything you need for your day to be successful.

In the meantime, if you are interested in discussing a golf event, business meeting, or

other outings at Arnold Golf Club, call the Golf Shop at 636-296-4653.

We are pleased to offer some of the most attractive rates for golf, food, merchandise, and drinks available anywhere in the St. Louis Metro area. Call or email and let us help you make your event a great success!



### **The Prairies Golf Club**

<http://prairiesgc.com>

**300 Tricentennial Court**

**Cahokia, IL**

**618-332-6944**

The Prairies Golf Club, located in the historic Village of Cahokia, Illinois, features 18 holes of par-71 golf within just minutes of downtown St. Louis, Missouri. The Village of Cahokia, a small and very close-knit community in the St. Louis Metro East, is rich in both historical significance and local pride.

As the Village's municipal golf course, The Prairies' mission is to reflect Cahokia's values of warmth, friendliness, and respect by providing golfers with the personal service and amenities expected at the best private golf clubs in the world, but to do so at prices that don't break the

bank! You'll find no \$4 beers, \$6 hot dogs, or \$50 green fees at The Prairies: You'll only find unbeatable service, friendliness, and fun.



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**WALTERS GOLF MANAGEMENT FACILITY LIST**

**Sullivan Golf Course**

**<http://sullivangolfcourse.com>**

**11 Country Club Dr.**

**Sullivan, MO 63080**

**573-468-5803**

Choose Sullivan Golf Course as the location of your next golf event. From the moment you begin coordination until the final award is handed out, we are here to serve you. Whether you plan to hold a large corporate or charity event, or just a group of 12 on a golf getaway, we desire to ensure your complete satisfaction.

Sullivan Golf Course combines a great golf experience with the unmatched beauty of the Sullivan Landscape. Our seamless integration of friendly service and gorgeous natural surroundings is what will bring your group back

year after year. You are sure to enjoy the hospitality of our staff along with the graceful beauty of the facility.

Each year Sullivan Golf Course hosts numerous private groups and organizations. Regardless of the size of your group or the reason for your golf event, our staff works diligently to make your golf outing a success. Explore your options with Sullivan Golf Course and experience what has made our golf course one of Missouri's best values.



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